



# SPARK IMPACT THROUGH DAY OF CARING 2025

 **SAVE THE DATE**  
 **SEPT. 19, 2025**

## Volunteer. Sponsor. Spark Change.

Each year, United Way of Northern Shenandoah Valley coordinates hundreds of hands-on projects for over 900 volunteers during Day of Caring—tackling everything from landscaping and painting to cleaning and repair.

By becoming a sponsor, your company joins a movement of community leaders making a visible impact. Day of Caring sponsorships offer a powerful way to engage employees, connect with the public, and align your brand with United Way's trusted mission. Choose from tiered levels or customize a package that fits your values and goals.



**UNITED WAY**  
of Northern Shenandoah Valley



### PROBLEM: NONPROFITS ARE STRETCHED THIN

Across our region, small and mid-sized nonprofits are working tirelessly to meet rising community needs with limited budgets and staff. Too often, they're forced to divert scarce funds toward basic maintenance, repairs, landscaping, or facility improvements—essential tasks that don't always fit into tight grant requirements or program budgets. These costs add up and take away from direct services.



### DAY OF CARING FILLS THE GAP— SO NONPROFITS CAN FOCUS ON THEIR MISSION

United Way's Day of Caring mobilizes over 800 volunteers to complete high-impact projects—everything from painting and repairs to garden builds and cleaning efforts—that nonprofits would otherwise have to fund out of pocket or delay indefinitely. Sponsorship of this event ensures these vital services are provided at no cost to nonprofits, allowing them to focus resources on delivering programs and services. Your company's support makes it possible to bridge the gap—saving agencies thousands of dollars and directly strengthening the community infrastructure.

# DAY OF CARING SPONSORSHIPS



**UNITED WAY**  
of Northern Shenandoah Valley

Sponsor Benefit	Presenting Sponsor \$7,500 (One Available)	Platinum Sponsor \$4,000 (Five Available)	Cornerstone Sponsor \$1,500	Project Sponsor \$650	T-Shirt Sponsor \$350
Featured logo beside Day of Caring logo	✓				
Opportunity to speak at the Day of Caring Kickoff	✓				
Early Day of Caring Project Selection for your team	✓ First Pick	✓			
Featured social media posts listing your company	✓	✓	✓		
Opportunity to set up a booth at the Day of Caring Kickoff	✓	✓	✓		
Company listing in the United Way Annual Report	✓ Prominent logo	✓ With Logo	✓	✓	
Representation in United Way newsletter	✓	✓	✓	✓	
Recognition on Day of Caring shirts	✓ With logo lock-up	✓ With logo	✓	✓	✓
Recognition on Day of Caring event signage	✓ With logo lock-up	✓ Featured logo	✓	✓	✓

## READY TO MAKE AN IMPACT?

**To become a sponsor or learn more about Day of Caring opportunities, contact:**

Kimberley Wilt | [kwilt@unitedwaynsv.org](mailto:kwilt@unitedwaynsv.org) | 540-536-1610 | [www.unitedwaynsv.org/dayofcaring](http://www.unitedwaynsv.org/dayofcaring)

**Join us in creating real change—right here at home.**